

What is claimed is:

1. An antiperspirant and/or deodorant composition comprising an antiperspirant or deodorant active and which is substantially free of alcohol, wherein the composition has a viscosity of less than 100 centipoise and a contact angle less than 90°.
2. An antiperspirant and/or deodorant composition according to claim 1 further comprising water and a surfactant.
3. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises from about 10-50% by weight active.
4. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises up to about 10% by weight surfactant.
5. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises up to about 95% by weight water.
6. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises from about 55% to about 80% by weight water.
7. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises less than about 30% by weight alcohol.
8. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises less than about 20% by weight alcohol.
9. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises less than about 10% by weight alcohol.

10. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises less than about 2% by weight alcohol.
11. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition has a viscosity less than 30 centipoise.
12. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition has a viscosity less than 10 centipoise.
13. An antiperspirant and/or deodorant composition comprising an antiperspirant or deodorant active, wherein the composition has a viscosity of less than 100 centipoise and a contact angle from about 20° to about 90°.
14. An antiperspirant and/or deodorant composition according to claim 13 further comprising water and a surfactant.
15. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises from about 10-50% by weight active.
16. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises up to about 10% by weight surfactant.
17. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises up to about 95% by weight water.
18. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises from about 55% to about 80% by weight water.
19. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises less than about 30% by weight alcohol.

20. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises less than about 20% by weight alcohol.
21. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises less than about 10% by weight alcohol.
22. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition comprises less than about 2% by weight alcohol.
23. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition has a viscosity less than 30 centipoise.
24. An antiperspirant and/or deodorant composition according to claim 13, wherein the composition has a viscosity less than 10 centipoise.
25. A cosmetic product comprising a dispensing container and a skin treatment product, wherein the dispensing container is a porous dome applicator and wherein the skin treatment product is substantially free of alcohol, has a viscosity of less than 100 centipoise and a contact angle less than 90°.
26. A cosmetic product according to claim 25, wherein the skin treatment product is an antiperspirant and/or deodorant composition comprising an antiperspirant or deodorant active.
27. A cosmetic product according to claim 26, wherein the skin treatment product comprises from about 10-50% by weight active.
28. A cosmetic product according to claim 25, wherein the skin treatment product comprises up to about 95% by weight water.

29. A cosmetic product according to claim 25, wherein the skin treatment product comprises from about 55% to about 80% by weight water.
30. A cosmetic product according to claim 25, wherein the skin treatment product comprises less than about 20% by weight alcohol.
31. A cosmetic product according to claim 25, wherein the skin treatment product comprises less than about 2% by weight alcohol.
32. A cosmetic product according to claim 25, wherein the skin treatment product has a viscosity less than 30 centipoise.
33. A cosmetic product according to claim 25, wherein the skin treatment product has a viscosity less than 10 centipoise.
34. A cosmetic product comprising a dispensing container and a skin treatment product, wherein the dispensing container is a porous dome applicator and wherein the skin treatment product has a viscosity of less than 100 centipoise and a contact angle from about 20° to about 90°.
35. A cosmetic product according to claim 34, wherein the skin treatment product is an antiperspirant and/or deodorant composition comprising an antiperspirant or deodorant active.
36. A cosmetic product according to claim 35, wherein the skin treatment product comprises from about 10-50% by weight active.
37. A cosmetic product according to claim 34, wherein the skin treatment product comprises up to about 95% by weight water.

38. A cosmetic product according to claim 34, wherein the skin treatment product comprises from about 55% to about 80% by weight water.
39. A cosmetic product according to claim 34, wherein the skin treatment product comprises less than about 20% by weight alcohol.
40. A cosmetic product according to claim 34, wherein the skin treatment product comprises less than about 2% by weight alcohol.
41. A cosmetic product according to claim 34, wherein the skin treatment product has a viscosity less than 30 centipoise.
42. A cosmetic product according to claim 34, wherein the skin treatment product has a viscosity less than 10 centipoise.
43. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises a water in oil emulsion.
44. An antiperspirant and/or deodorant composition according to claim 1, wherein the composition comprises an oil in water emulsion.